

THE EVENING NEWS

DEVOTED TO MAKING ADA A LARGER AND MORE PROGRESSIVE CITY

VOLUME 8.

ADA, OKLAHOMA, TUESDAY EVENING, JUNE 20, 1911

NUMBER 65.

CITY DADS IN SESSION

GENERAL ROUTINE OF BUSINESS DISPOSED OF.

There was no business of importance to be brought before the council last evening, but the aldermen found enough to do to keep them in session the usual time.

After roll call W. B. Jones stated that he had been requested to bring the Carnegie library matter before the council. Mayor Chapman and a number of the aldermen expressed themselves as being heartily in favor of securing the gift, but not being certain just what steps must be taken, referred the matter to the city attorney with orders to report at next meeting.

A letter was read from Bosirus & Levy concerning their claim for excavating 1,800 yards of dirt for grading the street for paving. This brought out some discussion. It seems that these contractors removed considerable dirt in various places which they sold and that when they reached a point near the bottling works they found that they must have more dirt than was at hand, and that they had to buy it. They claim, however, that it was all due to a miscalculation of the city engineer, who had figured that they had enough. In the letter read at the meeting a mandamus suit was threatened against the city to compel payment of the bill. After discussing it the council referred the matter to the city attorney for a legal opinion.

It being found that the city is in need of the room in the city hall at present occupied by a store, the custodians of the hall were instructed to secure possession at the earliest practicable date.

It was brought to the attention of the council that the arc light ordered installed on Main street between the Frisco and O. C. had not yet been installed. It was stated that the Frisco had expressed a willingness to do its part any time the O. C. was ready but that the latter seemed in no hurry. During the discussion it developed that the city had been in controversy with the Katy for the past four years, having ordered the railroad to place lights at the Main and 9th street crossings. The road has never done this, the light at the Main street crossing having finally been placed by the city itself. It was stated that under the Arkansas law under which the council was working when the ordinance was first passed, it was doubtful if the road could be made to comply, but that under the Oklahoma law the city attorney was of the opinion that it could be forced to do so.

While the subject of lights was before the council Mr. Wymore mentioned the fact that there had been a number of requests for additional lights from people living in sections where no lights have yet been placed. The light committee was instructed to confer with Manager Bowman of the light company relative to the cost of installing and maintaining a number of tungsten lights in certain localities instead of arc lights.

The finance committee reported that an examination of the books of

AUTO OWNERS, ATTENTION.

We have secured the services of D. Mapes, of Texas, with his big panorama circuit to make some views of the town. Will make a bird's eye view of the town from the water tower, and other places, and including some street scenes. These pictures will be used in the advertising literature being prepared by the Chamber of Commerce.

All owners of autos are requested to be at the corner of Main and Broadway tomorrow afternoon at 1:30 with their machines for the purpose of a picture. Ladies are especially invited to be present. This picture will embrace all four of the corner buildings. It will be worth your while to see this machine work. W. S. MORRISON, Chm. Adv. Com. Chamber of Commerce.

ex-Treasurer Snead had been examined and found correct and recommended that the bonding company be released from further liability on his bond. The recommendation was adopted without discussion.

Mr. Wymore called attention to the fact that the consulting engineers had altered the plans of the pipe line and have ordered twenty-two bends of angles of 22 1-2 degrees, instead of eight as was originally planned for, and asked for information concerning the additional friction thereby created and the additional pressure necessary to overcome it. A general discussion followed in which it developed that several members of the council were not altogether pleased with some changes made.

DISTRICT COURT WILL CONVENE JULY 3

The local bar and Judge McKeown have arranged the docket for the coming term of district court, which will convene July 3. The first week will be devoted to non-jury cases. The criminal docket will be taken up Monday, July 10, and on Sept. 11th the civil docket proper will be taken up by the court.

Comanches May Elect New Chief.

Lawton, Okla., June 20.—With the prospect in view that an intertribal chief will be selected to succeed Quannah Parker, former head of the Kiowa, Comanche and affiliated tribes and probably a chief of the Comanches as well, the sub-chiefs and leading men of the Comanche Indians have been called together Friday of this week by Lieut. Ernest Stecker, Indian agent. It was announced immediately following the death of Parker, that no chief would be elected, but some members of the tribe still are clamoring for an election. Lieut. Stecker, it is understood, wants the Indians to agree upon a head for their tribes through whom he may notify the Indians of departmental orders and favors. Abhepatone, chief of the Kiowas, for the position.

Misses Chloe Guin and Tennie Galyean, two popular teachers of Francis, arrived yesterday afternoon to attend the normal.

DETAILED STATEMENT

OF WHAT TAXABLE PROPERTY OF PONTOTOC COUNTY CON- SISTS.

	No.	Av. Val.	Tot. Val.
Horses	7,765	\$ 62.46	\$ 485,018
Mules and			
Asses	4,120	89.00	366,839
Cattle	22,337	15.35	342,877
Sheep and			
goats	743	1.82	1,355
Swine	13,309	5.30	70,614
Agri. tools			
and imple.			59,849
Threshing Ma-			
& Eng.	19	252.10	4,790
Wagons	2,923	24.70	72,565
Carriages &			
vehicles	992	31.00	30,719
Bicycles &			
Motor-			
cycles	36	15.00	540
Autos	7	476.42	3,335
Grain on			
hand	37,865	.37	14,092
Household			
furniture, etc			319,442
Watches &			
clocks	1,171	10.51	12,308
Pianos	330	146.60	48,374
Organs and			
other in-			
struments	556	24.45	13,563
Gold and Sil-			
ver plate			10
Diamonds &			
Jewelry			6,345
Office furni-			
ture & fix-			
tures of opera			
house and amuse-			
ment halls			7,020
Typewriters,			
law libraries			
etc.			10,257
Money			174,594
Credits &			
Accounts			61,428
Mortgages &			
notes			127,311
Judgment &			
tax sale cts			3,720
Stocks, bonds etc			45,294
Bonds and			
warrants			3,024
Merchandise			273,389
Capital in			
manufactures			409,272
Stocks and			
furniture of			
Eating houses			
and hotels			2,509
Billiard and			
pool tables			5,235
Elevators on			
R. R. land			700
Wagon scales			595
Dogs	197	14.55	2,868
Annuities			
& royalties			200
Nursery stock			90
All other per-			
sonal property			94,845
State banks			140,115
Natl. banks			224,994
Total			\$3,217,533
Real Estate.			
Land (ac.)	2333,594	11.32 mm	
Land—Acres, 2333,594; average value			\$11.32; total value, \$2,645,335.
City and town lots—12,704; average			value \$185.67; total value \$2,368,714.
Total			\$8,221,582.

LAFOLLETTE IN PRESIDENTIAL RACE

Washington, June 20.—Senator Robert M. LaFollette of Wisconsin, the father of all present day insurgents is in the field against President Taft for the republican presidential nomination.

The word has quietly gone out to all parts of the country and progressive republican leaders in practically every state in the union are working for La Follette delegates.

"Taft and sure defeat, or La Follette and a chance to win" is the battle cry of the La Follette forces. La Follette's friends assert that the Wisconsin fighter is already assured of nearly one-third of the delegates to the republican delegation.

And this is not an extravagant assertion when the strong anti-Taft sentiment existing in all parts of the country is taken into consideration. Let us see if it is: In five states of

the union—Oregon, Nevada, Wisconsin, Nebraska and New Jersey—the people of both parties will have a chance to vote for their preference for presidential candidate.

Oregon will be the first state to vote on the matter. All reports from Oregon indicate that La Follette will beat Taft three to one. And anyone who believes insurgency is limited to Oregon is mistaken. It exists in every state in the union.

Wisconsin is the first state to officially start the La Follette for president movement. At a meeting of three hundred progressive republicans at Madison, Wisconsin, June 13, the Wisconsin branch of the National Progressive Republican League was organized and went on record for La Follette for president. An executive committee was named to begin active work of organization.

Letters and telegrams were read from W. S. Uren of Oregon, Moses B. Clapp of Minnesota, Johnathan Bourne of Oregon, and many others, approving La Follette for president.

An inspired statement to the effect that President Taft would have the support of the progressive republican senators was recently sent out from Washington and printed in news papers all over the country. This article, which originated close to the white house was a clever trick of the re-actionaries to strengthen Taft.

There was no truth to the report. All of the senate progressive republicans are opposed to a re-nomination of Taft, save one, Kenyon, of Iowa, and when he is made familiar with the sentiment of the people who are his real friends in Iowa, there is reason to believe he will feel that he is honor bound to remain progressive and stand for progressive principles.

United republican support for Taft is myth. La Follette will give him a real La Follette fight for the nomination.

MORE TROUBLE IN PROSPECT AT PORUM

Muskogee, Okla., June 20.—The little town of Porum, the scene of the Davis Starr feud, is again in an uproar and men armed with rifles and shot guns are patrolling the streets and guarding the farms of Bob Davis and Pony Starr. Following the firing of more than fifty shots Friday night at Bud Robertson an important witness against Starr and Davis, which is declared to have been an attempt to assassinate him, practically every man in the town has armed himself.

The cause for the shots being fired is not determined, but the Davis-Starr

Furniture Wholesale and Retail SMITH Factory Agent 203-5 W. Main St.

faction stoutly assert that their friends did not perpetrate the deed, charging that the guns were fired by Robertson's friends to create public sentiment in their favor.

Robertson was sitting on his porch when the shots were fired. He ran into the house and escaped unhurt. The town however, is in an uproar and a general pitched battle may occur at any time. The families of both Davis and Starr are in Muskogee, but feeling between the opposing factions in Porum is at a high tension.

The Gospel Tent on 16th Street.

Large audiences are attending the services being conducted at the gospel tent corner 16 and Ash by Leroy M. Anderson. The subject last night was "Two Men in One," being the story of what sin does for a man and what Christ can do for a man. Sin was depicted as the most terrible enemy a man has, the best friend a man has is the one who can stir our conscience and lead us to a better life.

Tonight the subject will be "The Plea of a Leper and the Touch of Christ."

Everything is comfortable and cool. The singing is lively and the preaching practical.

Dr. Ligon, who has just returned from a trip through the counties of his district to the south, reports that there was only a small shower in Johnston county Saturday night.

Stand In With Your Feet

"He laughs best
who laughs
last"

Step lively!
no matter how
fast or far you go
King Quality Shoes
won't pinch or bind—
that adds to the
gaiety of the
"Last Laugh"



Give them the comfort and protection of a pair of King Quality Shoes. Our \$3.45 Tan Oxfords now **\$2.98**

We can sell you a good work shoe from \$1.98 to **\$1.48**

Shoes and Oxfords for Ladies, girls and boys, a tried and warranted line that you will be pleased with.

Yes, we have Hammocks and the prices are right.

Special Ribbon Sale

A beautiful line of Fancy Ribbons, worth in the regular way up to 30c a yard, now **19c**

Dress Goods—Good assortment of exclusive patterns in Lawns, Gingham, Brown Linens, etc., from 5c, 7c, 9c, 11c to 19c a yard.

Window Shades—A special lot for 23c.

We are trying to save you money, come and see us whether you buy or not.

Shaw's Nickel Store
THE GOMING CASH DEPARTMENT STORE

S. M. SHAW, Prop.

DUTIES OF STATE

FIRE MARSHAL

Oklahoma City, Ok., June 20.—It is the business of the state fire marshal whose office was created by the Third Legislature, and the chiefs of fire departments, to investigate the circumstances surrounding every fire as to whether such fire was the result of carelessness or design. In cities where there are no fire departments, this must be done by the mayors, or the sheriffs of the counties. Report of every fire is supposed to be made to the state department, and there filed for reference. Fire marshal Hammonds, recently appointed by Governor Cruce, has opened an office here, and is gathering information regarding conflagrations which have occurred since the law became effective, June 9.

When circumstances of a fire indicate it was by design or carelessness, the Fire Marshal will make an official inquiry and take the testimony of witnesses in writing, and if he shall be of the opinion that there is evidence sufficient to charge any person with the crime of arson, or with the attempt to commit arson, or of conspiracy to defraud, or criminal conduct in connection with such fire, he is directed to cause such person to be arrested, and furnish the evidence to the county attorney for prosecution of the offending person. The fire marshal is clothed with judicial powers for the purposes of such inquiries.

It has been urged by fire insurance companies, and the state department of insurance, that the office of Fire Marshal results in lowering rates of insurance, in that rigid investigations of fires, and the reduction of hazards, reduces the liability of the companies. A step in this direction is authority conferred upon the fire marshal as well as the mayors, chiefs of fire departments and sheriffs, to examine buildings which are reported as especially hazardous to adjoining property, or containing combustible or explosive material, or being in a highly inflammable condition, and require the condition remedied within a reasonable length of time. If such order is made by the mayor, sheriff or fire chief, and the owner of the property feels aggrieved he may appeal to the state fire marshal, and if the complaint is sustained by the latter, the order shall stand. Failure to comply with the order means a fine of from \$10 to \$50 per day, enforceable as is any other penalty before a justice of the peace.

Expenses of the state fire marshal's department are covered by a tax of one-fourth of one per cent on the gross premiums levied against fire insurance companies, which tax is to be collected by the state insurance com-

missioner in the month of February, as are other insurance taxes. The law did not become effective until June, consequently there was collected no tax last February, thus compelling the department to continue on a deficiency until the next legislature meets. Chiefs of fire departments and mayors who do not receive compensation as such officials will receive 50c per fire for reporting to the state fire marshal payable annually out of the funds appropriated for the office.

Democrats Dodge Pension Legislation

Washington, June 19.—The democrats of the house today decided to adjourn rather than take up legislation outside of that which the party had decided in caucus should be considered at this session. An effort was made when the house met to bring up a pension bill introduced by Representative Anderson of Ohio, which would add \$45,000,000 to the present pension roll.

The democrats were unwilling to consider the measure and forced adjournment by a strict party vote.

The brick work on the first story of Geo. Frierson's brick residence at the corner of 17th and Townsend is about completed and it will be only a short time until it is completed. When finished the house will be one of the best in that neighborhood of good houses.

We Announce THE ARRIVAL

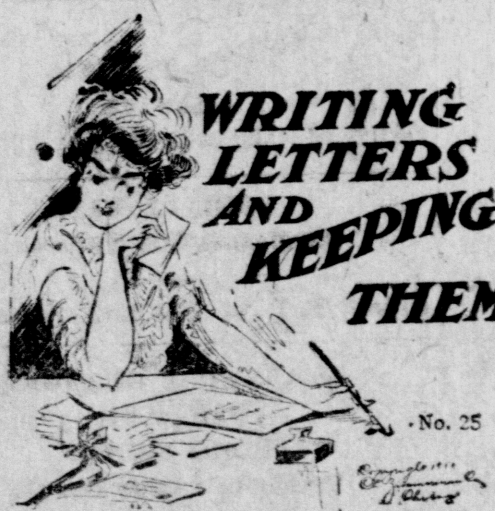
of a complete assortment
of seasonable Toilet Pre-
parations of

Richard Hudnut

Violet Sec Toilet Water, 75c, \$1.40
Marvelous cold cream 25c, 50c, \$1.00
Violet Sec face powder 50c
Dentaluxe tooth paste 25c
Dentaluxe tooth powder 25c
Milk of cucumber and orris \$1.00
Creme Sec 50c

Ramsey Drug Co

Phone 6



WRITING
LETTERS
AND
KEEPING
THEM

No. 25

Eaton, Crane & Pike's Fine Stationery.
Gold Leaf Monogram Paper 60c Per Box.

Gwin & Mays Drug Co.

The Rexall Store

You have letters which you treasure and keep. At least some of the letters you write will be kept a lifetime, maybe longer, perhaps read by future generations. Wouldn't you like to have such letters on good stationery? You cannot tell now which letters you write are going to be kept, but the cost of good stationery at our store is so low that there is no extra expense in having every letter you send out such that you need not be ashamed for any one to keep or show in the years to come.

The Ada News.

By the

News Publishing and Printing Co.
OFFICE: Weaver-Masonic Block,
Corner 12th and Broadway Streets

Evening Edition, except Sunday
Weekly Publication, Thursday

OTIS B. WEAVER - - President
MOLLIE JERNIGAN - Sec-Treas.

BYRON NORRELL - - Editor
A. B. YEAGER, Business Manager

A Designated State Printery.
Official Paper Pontotoc County and
the City of Ada.
It is legal when in the News.

Terms of Subscription:

ADA EVENING NEWS
For the Year.....\$4.00
One Month..... 40c
One Week..... 10c
ADA WEEKLY NEWS
For the Year.....\$1.00
Six Months..... 50c
Three Months..... 25c

Entered at the Post Office at Ada
as Second Class Matter.

Phone, Business Office, No. 4.
Editorial Office, No.....

Any erroneous reflection on the
character, standing or reputation of
any person, firm or corporation which
may appear in the columns of The
News will be gladly corrected upon
its being brought to the attention of
the management.

Obituaries and Resolutions of Res-
pect of less than 100 words will be
published free. For all matter in
excess of 100 words a charge of one
cent per word will be made. Count
your words and remit with manu-
script.



CHEROKEE ASSISTANT

EDITOR OF "COLLIER'S"

From the back of a cow pony to an
editorial chair in the office of Col-
lier's Weekly is the road traveled by
John M. Oskison, a Cherokee Indian
citizen, whose father was one of the
pioneer cattlemen of the Indian Terri-
tory.

Oskison left Vinita in 1894 and
graduated in turn from Leland Stan-
ford University and Harvard. He en-
tered the writing game by winning a
\$250 prize from the Century Maga-
zine for the best short story. Later
he became a reporter and an editor-
ial writer on the New York Evening
Post. He became an editorial writer
for Collier's in 1907.

He wrote two of the "Senate Un-
desirables" for Collier's—Long of Kan-
sas was one—and a series of articles
about the loan sharks, that helped
to start the Russell Sage Foundation
on the job of driving them out of
business by establishing good loan
agencies. He fired broadsides into the
flock of get-rich-quick promoters that
roost in New York, and as one re-
sult Collier's has established a de-
partment called "The Average Man's
Money," the writing and editing of
which is Oskison's principal employ-
ment. Now and then he gets time to
write a short story, and more hap-
pily than in the earlier days, finds a
market for it.

But the land of the Cherokees—the
Spavinaw, the "flint hills" and the
hay prairies—know him no more.—
New State Tribune.

After Telephone Companies.

Corporation Commissioner George
A. Henshaw is preparing a proposed
order which would require all tele-
phone companies to change telephones
where subscribers have changed their
addresses within forty-eight hours
after the order for the change has
been given to the company. An inves-
tigation of the books of the Pioneer

Telephone company in this city is
said to have shown that some orders
of that sort had been in since May
1 and the changes have not yet been
made.

Separate School Question.

Guthrie, Ok., June 19.—Mainte-
nance of separate or negro schools
constitutes a charge upon the coun-
ty, in the opinion of District Judge
Huston, who, in an oral decision to-
day, took a position opposite to that
of Assistant Attorney General Reeves
who declared that such expenses
should be paid by the respective
school districts. The finding of the
district judge was that the old ter-
ritorial law providing that the main-
tenance of separate schools should be
paid for out of the county funds
and not the school district funds, has
not been repealed by the constitution
or any statute.

The constitution requires that there
shall be separate schools, but does
not undertake to specify how they
shall be paid for, except that they
are classed as public schools. In the
case of white schools, there are stat-
utes making it the duty of the re-
spective district boards to pay for
the schools, but the Court holds no
such provision has been found cov-
ering separate schools. In the ab-
sence of contrary provisions, the ter-
ritorial statute is held good.

The county was given three days
to appeal.

REPUBLICAN SPLIT

OVER RECIPROCITY

Washington, June 19.—Republican
opposition to the Canadian reciprocity
bill in the senate reached the stage
of open revolt Monday. Led by Sen-
ator Dixon of Montana, who again
failed in his demand for explanation
or speech in favor of the bill from
some of the republicans leaders who
championed the measure, the republi-
can opponents declared that if the
bill passed, many republicans would
join the democrats in an attempt to
lower the duties on all manufactured
products.

"When the cornerstone is pulled
out of the system of protective tar-
iff," said Senator Dixon, "when the
farmers products are thrown into a
free market while his purchases con-
tinue to be protected, there are many
good protectionists in the republi-
can ranks here who will vote to have
the duties pulled down on iron and
steel chemicals, cotton and many
other things."

To Open Whole Question.

Other northwestern republicans sig-
nified by their approval of the Mon-
tana senator's words that the pas-
sage of the reciprocity bill, which it
is admitted will have a majority of
the votes in the senate, will be at-
tended with a fight that threatens to
throw open the whole tariff sub-
ject.

"We want to make one killing,"
declared Senator Crawford of South
Dakota. "We find the senators from
Pennsylvania, New York, Connecticut,
Massachusetts and Maine states that
have always reaped the greatest har-
vest of protection, advocating this
measure that proposes to put on the
free list every single article raised in
the northwest. I want to deal with
this matter in its entirety. If Penn-
sylvania, Mississippi and Massachu-
setts have joined hands in a new
political propaganda it is time for
the rest of the country to strike out
on a new track."

You who are not acquainted with
our work should not let the oppor-
tunity pass to call upon us for prices
and have your work done by a shop
which has the equipment, ability and
workmen who are capable of giving
a tone to your printing which at-
tracts attention.

OLD-TIME REMEDY DARKENS THE HAIR

Gives Color, Lustre to Faded
and Gray Hair—Dandruff
Quickly Removed.

From time immemorial, sage and sul-
phur have been used for the hair and
scalp. Almost everyone knows of the
value of such a combination for dark-
ening the hair, for curing dandruff and
falling hair, and for making the hair
grow.

In olden times the only way to get a
hair tonic of this sort was to brew it in
the home fireplace, a method which was
troublesome and not always satisfactory.
Nowadays almost every up-to-date drug-
gist can supply his patrons with a ready-
to-use product, skillfully compounded in
perfectly equipped laboratories. The
Wyeth Chemical Company of New York
put up an ideal remedy of this sort,
called Wyeth's Sage and Sulphur Hair
Remedy, and authorize druggists to sell
it under guarantee that the money will
be refunded if it fails to do exactly as
represented.

This preparation is offered to the
public at fifty cents a bottle, and is
recommended and sold by all druggists.

GWIN & MAYS DRUG CO.

Dressmaking

On account of between seasons
will do sewing at reduced prices.
Satisfaction guaranteed. Phone
448. Mrs. George

PONTOTOC COUNTY ABSTRACT COMPANY (Inc.)

Make Abstracts of Title to all lands
and all town lots in Pontotoc Coun-
ty. Service prompt and satisfactory.
Reference any bank in Pontotoc
county. Call and see us, or phone 133
C. T. ANGEL, Sec'y-Treas.

G. MILLER

General Contractor and Builder
Contracts all kinds of building.
Thorough in cement construction
and reinforcement. A practical
brick layer, with a proficient
knowledge of building. Plaster-
ing, concrete and brick founda-
tion, mantles, tile setting and ce-
ment walks. Employ only capable
men. Estimates on short notice
without charge. Call me up.
Phone 279.

Loans

On improved city property or to build.
Farm loans on best terms.
Oldest Abstract plant in county.
Competent and experienced—prices
reasonable, service prompt.

Fire insurance in best companies on
best terms.

City and farm property for sale at
bargain prices and on liberal terms.

Ada Title & Trust Co.

GIVES BLOOD TO SAVE HIS WIFE

Washington, June 19.—United
States Senator Luke Lea of Tennes-
see, to save the life of his stricken
wife, heroically sacrificed a quart of
his blood at Georgetown Hospital yester-
day, and tonight hope for Mrs.
Lea's recovery, which has almost
been abandoned, is practically assur-
ed. The younger senator of the na-
tion lies near the bedside of his
wife, recuperating his strength.

Mrs. Lea's condition, serious for a
time, became alarming yesterday, after
an operation the day before. Her
strength, because of lack of blood,
was gone and vitality was fast ebb-
ing away.

Senator Lea demanded that a trans-
fusion operation be performed and
prepared at once to submit to the or-
deal.

Attending physicians and surgeons
made arrangements immediately, and
the operation which followed was de-
clared to have been successful.

Senator Lea withstood the opera-
tion well, though it left him so weak-
ened that for hours he could not
stand alone, but gratification over
the revivifying effect it had on his
wife was inexpressible. Surgeons as-
sured him that without the sacrifice
Mrs. Lea would have lived but a
few hours.

It will be two or three days before
Mrs. Lea is altogether out of danger.
At present her symptoms are favor-
able. It is expected Senator Lea will
be able to leave his room in a few
days.

When the heroic effort in Mrs.
Lea's behalf became imperative and
the transfusion operation was deter-
mined upon, Senator Lea, athletic in
stature, would not consent to any-
thing but that a sacrifice of his own
blood to renew her vanishing strength
be made.

THE RETAILER'S LIMITED POSSIBILITIES.

BY GEORGE S. BANTA, B. A.
Many a retail business today
is merely keeping the proprie-
tor out of the poor house. He
turns his stock of dry goods,
or his groceries, or his hard-
ware, once or twice in the
course of the year. He pays
for his goods after his custom-
ers have paid him for them.
While he bought at a high
price he sells at a very narrow
margin of profit and as the
years go by he finds that he is
working himself out and gradu-
ally is getting together enough
so that he may be able to live
a few years, of his old age,
without work—on what he has
"laid up."

The whole difficulty with the
modern retail business is in the
small profits made. This must
always be so because retailing
is primarily a competitive busi-
ness. No man can have a
"snap" in it because others are
always ready to step in, and, if
his margin of profit on any par-
ticular goods looks tempting,
promptly sell more cheaply.

The only way to get rich (of
course we are all above such a
base ambition) in the retail
business today is to multiply
sales. The profits, as pointed
out, can never be great on in-
dividual sales and the whole se-
cret of success must lie in buy-
ing at rock bottom prices and
then making numerous sales
so that in the aggregate the
day's business will show some-
thing worth while. And this is
the point where advertising
comes in. Your competitor
cannot reach your advertising
because that is a part of your
business personality. He may
sell the identical goods that you
keep, yet advertising enables
you to reach and make many
customers, who, but for the
force applied in this way would
never buy the article you sell
at all or else would buy it of
some one else.

Look at the wonderful ad-
vertising done by modern de-
partment stores. What seems
often like lavish waste is spent
on advertising little notions
and articles which have only a
very small profit in them for
the merchant. Yet the depart-
ment store man is one of the
few retailers who is really mak-
ing money today and if you
took his advertising away from
him you would deprive him of
his Midas touch.

NEWSPAPER AS A SALESMAN

Modern Method of Shoppers is to
Scrutinize Advertising Before
Leaving Home.

The majority of retail store custom-
ers, before starting out on shopping
forays, study the newspaper adver-
tising. This habit is a great time-saver.

The shopper escapes fruitless visits
to many stores, and needless bother-
ing of clerks, by learning in advance
where she is likely to find what she
wants. She gives very little attention
to the places that fail to inform her
as to their offerings. Many women,
too, having become personally ac-
quainted with the store people dislike
to enter their places of business un-
less they feel fairly sure of buying.
They avoid this embarrassment by
learning in advance through the news-
paper where they can probably supply
their needs.

Thus it is that many sales are prac-
tically made before the buyer leaves
her home. It has been proved over
and over again, that the trade will
pass stores with a main street loca-
tion that fail to advertise, to hunt up
poorly located shops on back streets
that are well advertised. A merchant
might as well close his shutters in
business hours as to fail to meet his
competitors in the field where they
are doing the heart of their business—the newspaper advertisement.

The surest way to commit
business suicide is to cut down
expenses by cutting down your
advertising.

Newspaper Advertising Best.

The latest organization of business
men to discover that the newspaper
is the greatest of all advertising me-
diums is the Ohio Retail Shoe Dealers'
association. A Springfield, Ohio, dis-
patch, giving an account of the recent
meeting of this organization, says,
among other things:

"Newspaper advertising was de-
clared to be the best trade-bringing
medium for the trade in a resolution
adopted by the Ohio Retail Shoe Dea-
lers' association, which closed its an-
nual convention here today.

"Many of the members stated that
they had tried other forms of adver-
tising, but that the results from
newspapers overshadowed all other
kinds."—Birmingham News.

Truth in Verse.

"Just a card" is all you care for—
Hidden, lonesome, and unread.
Like the sign upon a tombstone
Telling folks that you are dead.
Wake up, man, and take a tonic.
Bunch your hits and make a drive.
Run a page, and change your coat.
Advertise and keep alive!

HOW MUCH Is a Regular Cu- stomer Worth to Your Store?

Suppose you could BUY 100 additional
REGULAR CUSTOMERS during
the next week or two—customers who,
for years and years to come, would
make a MAJORITY of their pur-
chases of goods in your line at YOUR
STORE? What would each of these
100 customers be worth to you?

It is, we think, quite likely that if such
an investment were possible, you'd
eagerly pay TWICE AS MUCH as
it would cost you to secure these 100
REGULAR CUSTOMERS
through an advertising campaign big
enough and aggressive enough to really
make people ACQUAINTED with
your store.

WHEN IT'S HOT AND GETTIN' HOTTER

you will find our cool, clean, sani-
tary soda service the most satisfy-
ing. Try our celebrated Egg Lemon-
ade. JONES DRUG CO.
60dtt

GO TO THE COOL NORTH THIS SUMMER

Spend a few weeks at one of
the hundreds of delightful
spots in the Northern States,
away from the heat, dust and
work—sailing, fishing, canoe-
ing, bathing, getting a new
store of health and energy. It
isn't far

VIA



ROUND TRIP SUMMER TOURIST EXCURSION FARES

will be in effect. Tickets on
sale June 1st to September
30, 1911, final return limit
October 31st, with privilege
of stop-over at practically all
points enroute.

"FRISCO CONVENIENT ROUTE"

Frisco trains carry electric
lighted sleepers, modern chair
cars and dining cars, serv-
ing tempting FRED HARVEY
meals.

For full information concerning rate,
route, etc., call on nearest FRISCO
agent, or address,

C. O. JACKSON, D. P. A.
Frisco Lines
Oklahoma City, Oklahoma

J. H. KIRBY
Has purchased one-half interest in
the 12th street meat market. Terms:
Cash and Weekly. Phone 254.
W. B. GAY

Phone 446
For The
Kile's Motor Company

Autos Rented
Supplies and Repairs
Calls Answered Promptly
WILL TAKE YOU FOR A
JOY RIDE

JIM BULLARD Drayage and Transfer

All orders taken care of promptly
and carefully. Prices reasonable.
I haul the largest loads and have
equipment for heavy work.

Piano Moving A Specialty
Phone 125

Ada School of Music

Piano, Violin, Mandolin and
Guitar

Prof. Carl Beck, Director.
Studio: Holly-Rodke Bldg.

LEADING PROFESSIONAL MEN

ACCOUNTANTS.
ROSCOE ARNOLD

Audits accounts. U. S. Government
experience. Phone 454.

DR. J. W. WIMBISH

Physician
Office with Drs. Ligon & King.
Residence Phone 401.

Office Phone 71.

J. R. CRAIG

PHYSICIAN AND SURGEON

Over Ada National Bank,
Phone Nos.: Office 59; Res. 251.

Jno. P. Crawford Jas. W. Bolen

CRAWFORD & BOLEN

At the front over Oklahoma State
Bank, Ada, Okla.

J. H. Webb C. H. Ennis

WEBB & ENNIS

Lawyers

Office of City Attorney at City Hall

LIGON & KING,

Physicians and Surgeons.

Office in First National Bank Bldg.

GRANGER & GRANGER

DENTISTS.

Phone No. 212.

Residence Phone No. 259.

Rooms 1 and 2, First Nat'l Bldg.

C. A. Galbraith Zeb B. Sanders

GALBRAITH & SANDERS

Over Oklahoma State Bank, Ada, Ok.

Drs. Faust & Hartman

Office and Hospital, Conn

Building

Phone 80

Condensed Statement showing the condition of the

Oklahoma State Bank

OF ADA, OKLAHOMA,

at the close of business, June 7th, 1911

RESOURCES.

Loans and Discounts	\$103,106.21
Overdrafts	719.20
Bank Bldg., Furniture, Fixtures	8,000.00
Warrants	5,948.44
CASH and EXCHANGE	55,924.72
Total	\$173,698.57

LIABILITIES.

Capital Stock	\$ 25,000.00
Surplus	1,000.00
Undivided Profits	6,218.28
DEPOSITS	141,480.29
Total	\$173,698.57

The above statement is correct.

W. D. HAYS, Cashier



American Gentleman Oxfords

Are made right, of the best leathers, and in the latest styles for particular men everywhere. They have a National reputation as being the shoes to wear if one wants to combine all the best features of good shoes in his footwear.

Perfect in style, perfect in fitting and wearing qualities, these exceptional Oxfords, every season, lead all others.

Our line of American Gentleman Patent Leather Oxfords will appeal to all men who want a snappy, dressy shoe for Summer wear. Let us show them to you today.

We also have a large line of Oxfords in all leathers, and on the latest and most popular lasts. Corkers, too, every one of them.

TELL YOUR NEIGHBOR

Surprise Store

The People Who Put the Price Down

CITY NEWS IN BRIEF

Smith Sells Furniture.

4tf

Jones sells drugs

304tf

Phone No. 4 for Printing.

Crude oil will kill weeds, flies, chicken lice and mites.

64-3td

Sheriff Lem Mitchell is having an addition built to his residence.

See W. T. Tarkenton if you want a well drilled. Phone 309.

41-dtm

Phone No. 4 for Printing.

The Scott Akers cottage in Hayes addition is rapidly nearing completion.

Say, that Shiner at the Crescent is a "Shinin"

49dtf

Jones he pays the freight.

61dtf

More light than anywhere store in town. Light is better than darkness. Crescent Drug Store.

49dtf

Miss Edith Felter returned to Francis today, after paying a flying visit to Ada friends.

Drink Ada artesian water for your health. Looks good, tastes good and is good and absolutely free from any disease germs. Fever was never known where this water was used. Phone your orders to 176.

64-3t

O. P. Walker has just opened up a first class

BARBER SHOP

at O. G's Pool Hall, West Main St. All work guaranteed. We appreciate your patronage.

R. E. ADAMS,
FRED FRANTZ and
O. P. WALKER.

The Home Beautiful!

Beauty, Purity, Superiority
BEST PAINT SOLD
PAINT

Nisoron

Varnish

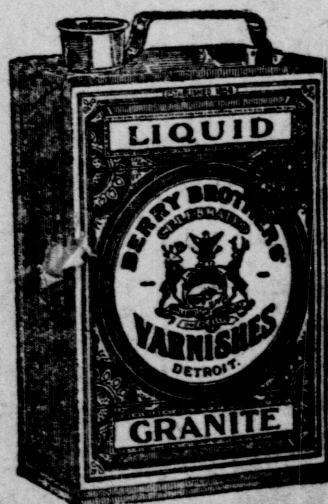
Buy your paint by years and square yards—not gallons; we have it; investigate.

It's Cheaper;

Look Into

Art wall papers, all new patterns, all grades at living prices. Let us show you.

L. T. WALTERS
West Main Street



Phone 18

Miss Mayme Matthews left this morning for a visit to friends at Roff.

Phone No. 4 for Printing.

Re-Inforced Concrete Construction.
The McDonald-Wymore Construction Co. 51-dtf

T. E. Graham and wife of Capitol Hill are the proud parents of a fine boy who arrived this morning.

It is reported that H. M. Parkhurst, at one time manager of the Pioneer telephone exchange of Ada, recently died in Western Texas of tuberculosis.

Guaranteed Cellars—The McDon-
Wymore Construction Co. 50-dtf

Revs. W. J. Shipman and A. M. Croton returned yesterday afternoon from Allen where they had just closed a successful revival meeting.

A dollar or two will do when you buy furniture from A. Goldwasser. 301-dtf—51wtf

Miss Nellie Van Meter was the winner of the gold watch given away last evening by the Pastime theatre in its popular young lady contest. It is a beautiful Elgin and one of which the young lady is justly proud.

A bilious, half-sick feeling, loss of energy, and constipated bowels can be relieved with surprising promptness by using HERBINE. The first dose brings improvement, a few doses put the system in fine, vigorous condition. Price 50c. Sold by Ramsey Drug Co.

W. J. Bumpers and M. C. Copeland were in from Center this afternoon. They state that the shower of Saturday night did not amount to much with them, although it was heavy and accompanied by hail in the vicinity of Maxwell. They say that corn is badly damaged by the hot winds, but that cotton is still doing fine.

EATS 10,000 GALLONS ICE CREAM.
This is going some. We serve "Purity Ice Cream" with Fruits, Nuts, Caramel, Maple and Marshmallow "only the Best." 60-dtf JONES DRUG CO.

Mrs. G. W. Cox and little daughters left this morning for a visit to Stonewall.

If you have the itch, don't scratch! It does not cure the trouble and makes the skin bleed. Apply BALLARD'S SNOW LINIMENT. Rub it in gently on the affected parts. It relieves itching instantly and a few applications removes the cause thus performing a permanent cure. Price 25c, 50c and \$1 per bottle. Sold by Ramsey Drug Co.

D. Mapes of Pilot Point, Texas, has been employed by the advertising committee of the Chamber of Commerce to make some panoramic views of the city to be used in the advertising matter that will be issued in a short time. His camera makes a complete revolution and in one picture shows all four corners of a street. Tomorrow he will make a street view at the corner of Main and Broadway and the more people who are there the better the picture will be.

Another Closing Out Sale.
The Ada Electric & Gas Company will within a few days use their large oil tank for other purposes, so the small quantity of thick crude oil in it must be disposed of at once. Only 50c per barrel. 64-3td

Box Trade a Specialty.
No not cigars, but boxes of ICE CREAM. Is there not someone at home who would be immensely pleased if you brought home a box of our delicious Ice Cream. 61-dtf JONES DRUG CO.

Dr. Williams was a passenger to Stonewall this morning.

M. D. Timberlake made a business trip to Tulsa this morning.

W. F. Widmer left this morning on a business trip to Muskogee.

M. L. Sowers made a business trip to Stonewall this morning.

Mrs. S. C. Torbett, mother of S. M. Torbett, left this morning for Wills Point, Texas.

Mrs. Jas. Couch left this morning for a visit to her parents at Tuscola, Illinois.

Mrs. Jerry Dollins returned to her home at Ardmore this morning. She was accompanied home by her brother, Gordon Worthington.

N. Holman, vice president of the National bank of Commerce at Guthrie spent a few hours here this morning with his friend P. A. Norris.

I. N. McClure returned from Sacred Heart this morning bringing home his daughters, Lida and Laura, who have been attending school there.

J. W. Sweatt and wife left for Shawnee this morning, where they will spend a few days.

Jno. Katz returned yesterday from a trip to several towns to the north of Ada. He said that it is not at all certain that he will locate at Okemah as was reported, although he has an option on a business there.

Teething babies always have a hard time of it when this process occurs in hot weather. They not only have to contend with painful gums but the stomach is disordered, bowels loose and the body uncomfortable. The best help you can give the little sufferer is MCGEE'S BABY ELIXIR. It corrects sour stomach, cools and quiets the bowels and helps digestion. Price 25c, and 50c per bottle. Sold by Ramsey Drug Co.

Come to Lyric Airdome TONIGHT

3000 feet of high class motion pictures.

The Latch Key—Comedy.

When a Woman Will—Comedy.

Fur Coat—Comedy.

Coupons on free tea set to be given away tomorrow night.

5 and 10 Cents

J. F. CARTER

of Ardmore

Representing Modern Brotherhood of America, Fraternal beneficiary society, now being organized in this city.

WATER

Wagon is now making daily deliveries of Lawrence Artesian Water to all parts of the city. The price is 4 cents per gallon and tickets can be had at the office of the Oklahoma Portland Cement Co. or from Winburne Currie on the wagon.



The
Home of Good
Things to Eat

**The Four Cardinal Points of
The Grocery Business.**
Cleanliness, Quality, Price, Service.
You Are Entitled To Them.
We Observe Them All.
Hubers Sanitary Grocery

COMPARATIVE STATEMENTS OF THE First National Bank ADA, OKLAHOMA

	JUNE 7, 1910	JUNE 7, 1911
Loans and Discounts	\$141,400.99	\$208,075.69
Overdrafts	2,845.50	NONE
Bonds, Secured, etc.	14,043.82	20,517.84
U. S. Bonds	17,500.00	17,500.00
Bldg., Furniture and Fixtures	15,006.70	14,000.00
Other Real Estate	480.75	1,730.75
Cash on hand and with other banks	58,667.69	124,688.24
	\$249,935.51	\$381,515.52
Capital	\$50,000.00	\$50,000.00
Surplus	10,000.00	10,000.00
Undivided Profits	4,991.31	11,285.16
Circulation	17,500.00	17,000.00
Bills Payable	25,000.00	NONE
Deposits	142,444.21	233,220.36
	\$249,935.51	\$381,515.52

The Above Statement is Correct.

M. D. TIMBERLAKE, Cashier

Watch Us Grow

CLAIRVOYANTS BORN, NOT MADE ROSCOE ARNOLD

Penetrates the Soul, Delves Into the Past, and Inquires Into the Future.

Born with a veil, educated in accounting with three and one-half years law at Topeka, Kansas, and nine years experience in philosophy and occult mysteries. I do not have to ask you a single word in order to tell what ails you most or to describe your conditions. If threatened with sickness, I will point out day the crisis may be expected to appear. I could specialize in predicting the future, rise or decline of reputable stocks and bonds, if called to my attention.

If you are honest and really want to know the outcome of some love affair that you are in earnest about, and, if the other party is true, I will describe color of their hair and eyes as well as disposition, and tell you whether there will ever be a match or put you on the right track. I positively guarantee to do this, else the interview does not cost you anything. Everything held sacredly confidential.

In replying orally to specific questions I undertake four for only \$1.00 or thirty-minute consultations can be arranged by appointment for \$2.50.

NO TRIFLING.

In general I can even read your letters while they are still in transit, yet such service is not included in this advertisement inasmuch as the fee for same is in excess of anything designated herein, besides the right is reserved to reject any work or inquiry, which in my opinion, would not be relevant to or for the betterment of your own business. However, if you are worried over life or property at stake, and you are willing to pay for expert information, consult me.

Residence: Thirteenth and Cherry.
Hours: 10 A. M. to 9 P. M.
Phone 454.

SCRATCHED FOR 40 YEARS.

Used D. D. D. Six Months—All Itching Gone!

This is the actual experience of Anne Croman, Santa Rosa, Cal., with the wonderful D. D. D. Prescription. D. D. D. is the proven Eczema Cure the mild wash that gives instant relief in all form of skin trouble.

Cleanses the skin of all impurities—washes away blotches and pimples, leaving the skin as smooth and healthy as that of a child.

Get a 25c bottle of this wonderful Eczema Cure today and keep it in the house.

We know that D. D. D. will do all that is claimed for it.

R. F. Kenney returned from Sulphur this morning.

Missionary Prayer Service.

The text for the Sunday school lesson that will be used by the First Methodist Sunday school next Sunday will be St. Paul's Call to Macedonia, "Acts. 16:6-12" and will be studied with special reference to the call of Korea to the Christian churches to "Come over and help us." This will be the subject of the lesson at the mid-week service for Prayer and Bible Study Wednesday evening at 8:30. This will be, no doubt, a specially interesting meeting, as Miss Lillie Regd, Ada's missionary to Korea, will be present and will make a talk about this most interesting missionary field, to which she sails from San Francisco August 22. A cordial invitation to be present is extended to everybody.



with the suit of clothing that is cut and fit to your own individual form than you would with the clothing that was made for "anyone in your size." When we make a suit of clothing to your measure from our high class fabrics it will keep its shape and you feel like a gentleman in it and wear it till it is worn out. In fact you dislike to part with it then when it is made by

H. CLAUDE PITT
Merchant Tailor

Geo. A. Harrison
The Real Estate Man
Buys and Sells Farms
Loans Money on Farms
SEE HIM

ICE BOXES Made to Order

From \$5 Up. Work Guaranteed

John Henderson,
N. Stockton West of Oil Mill

**IF A MAN DE-
CEIVES YOU
ONCE,
SHAME ON HIM**

**If He Deceives
You Twice,
Shame On
YOU**

No Incompetent Printer
Should Get a Second Order
From You—And He
Really Ought Not to Get
the First!

Select your printer at least as carefully as you would select your tailor—for while your tailor, or clothier, has much to do with your business success, your printer has more to do with it.

And before you "tie up" to him, make him show you his value to you. If he's the right sort of printer, he CAN.

News Pub. & Ptg. Co
PHONE NO. 4

